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UNCLAS AMMAN 004945

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E.O. 12958: N/A

TAGS: [ECPS](#) [BEXP](#) [JO](#)

SUBJECT: SPREAD THE WORD: JORDAN ICT FORUM

[11.](#) (U) This is an action request. See para. 6.

[12.](#) (U) SUMMARY: Under the patronage of King Abdullah, the Ministry of Information Communications and Technology (MOICT) and the Information Technology Association of Jordan (INTAJ) are hosting an Information Communications Technology (ICT) Forum September 30 - October 1 in Amman. The Forum will highlight opportunities for foreign investors in Jordan's growing ICT industry, showcase the country's USAID-assisted REACH initiative, a national strategy for developing the ICT sector, and promulgate assessments of the sector's progress to date. Headlining this year's conference is Craig Barrett, President and CEO of Intel Corporation. Post requests Washington agencies' assistance in identifying potential participants. END SUMMARY

AN IT EXTRAVAGANZA

[13.](#) (U) INTAJ and the MOITC announced the agenda for this fall's ICT Forum, to be held at the Grand Hyatt in Amman September 30 - October 1. In addition to the keynote address by Barrett, Sun Microsystems' John Gage will speak, and there is a good possibility that AOL Time Warner's Steve Case and a senior-level Microsoft representative will appear as well. King Abdullah will hold a private VIP meeting with selected dignitaries, and will address the conference opening day. Minister of Information Communications and Technology Fawaz Zu'bi will open the conference with a welcome address and will host a gala dinner September 30 at the Dead Sea. Conference organizers also expect to announce some significant IT projects involving American companies.

[14.](#) (U) The agenda, available at www.jordanictforum.com, includes panel discussions on the development of Jordan's IT industry, Jordan as an investment destination, enabling IT environment and infrastructure, human resources development, and government support. Roslyn Docktor, Vice President of McConnell International, will present an assessment of Jordan's "e-readiness". Conference organizers will also provide ample time and venues for networking and private discussions.

SPREAD THE WORD

[15.](#) (U) At MOICT's request, we hosted a brainstorming session August 27 on how to spread the word about the conference. Commoff will prepare an International Market Insight Report to help promote awareness of and participation in the event by interested U.S. businesses. USAID's AMIR program is providing logistic and administrative support, and is sending the invitations and arranging for accommodations.

[16.](#) (U) Action Request: The ICT Forum will provide Jordan with an opportunity to demonstrate its potential to be a regional leader in IT and perhaps give foreign investment here a much-needed boost. The participation of such IT luminaries as Barrett, Gage, and Case should lend the event the gravitas it needs to attract investor interest. Likewise, a favorable, public assessment of Jordan's IT industry showing that the sector is on the right track, coupled with some deliverables to be announced at the Forum, can only inject some confidence into an economy that is working hard to do the right thing in a difficult neighborhood and challenging environment.

[17.](#) (U) We would appreciate Washington's advice and assistance in spreading the word about this event to the U.S. IT industry. Input in developing a list of IT industry associations with which INTAJ could work (both in promoting this conference and establishing longer-term relationships) would be particularly useful. In addition, we encourage U.S. government participation in the conference, both as potential speakers and attendees. We will be in touch with Commerce's

Technology Administration and State's International
Information and Communications Policy group (EB/CIP) to
follow up.

BERRY